

NOTASEME

A Nationalized Hosiery Made in Philadelphia and Sold from Coast to Coast

The Ledger's appeal to Philadelphia manufacturers to stand squarely behind their goods and make them nationally known, reflects the spirit and purpose of the business policy of the Notaseme Hosiery Company, Philadelphia, since its incorporation in 1907.

NOTASEME: The Mills

The first big stride towards National Popularity of seamless hosiery was coincident with the establishment of The Notaseme Hosiery Mills in Philadelphia.

The machinery used in the Notaseme Mills is always of the latest, most efficient type American inventive genius can produce.

None but the most modern, labor saving, quality producing methods are used. Modern methods, the most efficient machinery and immense production give Notaseme wearers the best values money can buy. Every pair of Notaseme Hosiery is subjected to most rigid inspections before leaving the Mills, and the Notaseme "perfect-process" is reflected in the finish of every pair.

NOTASEME: The Product

Notaseme Hosiery is made for men, women and children. The colors are the wanted, most stylish colors and the sizes are exact. None but the finest, most carefully selected materials are used in Notaseme silk-lisle. The highest quality, pure thread silk exclusively is utilized in Notaseme silk hosiery. The four-ply cable-twist reinforcement at *both* toe and heel insures the greatest durability. The stylish fit and perfect finish are unaffected by wear or laundering.

Philadelphia develops the most efficient hosiery workers in the country. The best of these add their skill to the sum total of Notaseme excellences.

Don't say "seamless hosiery" to your dealer, just say "Notaseme"—the hosiery of the "perfect process."

NOTASEME: The Policy

Notaseme Hosiery is made in Philadelphia and sold by us from Philadelphia. "NOTASEME," our trade mark, is branded on every pair of hosiery we manufacture. This is your assurance of style and quality—direct from the real manufacturers of the goods. Our salesmen cover this country from coast to coast and sell our entire output direct to retailers. We eliminate the costly broker, commission house and jobber. We give the benefit of such sales economies to Notaseme wearers in increased qualities.

If a pair of Notaseme should prove unsatisfactory the dealer is not only authorized but requested by us to supply the unsatisfied customer with a new pair or refund the purchase price.

NOTASEME: Philadelphia's Favorite Brand

Not merely because Notaseme Hosiery is made in Philadelphia, but because of Notaseme style, perfect finish and durability, hundreds of dealers right here in Philadelphia, the heart of the hosiery industry of America, as well as thousands of the best dealers from coast to coast carry and recommend it.

Here is a jobber service to the retailer with the real manufacturer's values—no freight charges, no running short of stocks, no delivery hold-ups, and quicker turnover of dealer's stocks, meaning greater profits to him and automatically better quality for the wearer.

Notaseme rightfully is Philadelphia's one great hosiery brand.

And each pair, either of Pure Silk at 50c, or Silk-Lisle at 25c, is guaranteed to give the wearer absolute satisfaction—with great mills right here in Philadelphia back of that guarantee.

NOTASEME HOSIERY COMPANY
PHILADELPHIA, PA., U. S. A.